RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 20, 1998

RJR Account #204600
Mr. G. Louras
SAM FRANK, INC.

JULY: WINSTON $1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear Gus:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as **60** SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. ***(Note: This is not 'pre-sleeved' product.)*** All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
2	*Winston Box*	12300-25379
4	*Winston Light Box*	12300-25380
2	*Winston Ultra Lt Box*	12300-25381

Product / Premium Arrival:	**June 29, 1998**
Ship Date to Retail:	**Week of: July 13, 1998**

Displays (Item #542810)

SKU CUBE:	**1.6113**
SKU WT (w/o Product):	**3.2200 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Cartons**
EFT $ Amount:	**$2,131.60**

PARTNERS 'BONUS' REPORTING DESCRIPTION	WIN_JUL_$1/2_PKS

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Source: https://www.industrydocuments.ucsf.edu/docs/ttxn0000

$1.00 Off 2-Pack Tear Tape
SAM FRANK, INC.

Promotion Description:
Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:
1 Carton: *Winston Box*
2 Cartons: Winston Light Box
1 Carton: *Winston Ultra Lt Box*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **$112.00 (8 (6M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk
L. E. MacWilliams
Encl: Retail Customer List
Wholesaler Packing Instructions
Winston Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/ttxn0000

WHOLESALER : 204600 SAM FRANK, INC. <DIRECT>
TEMPLATE : 800750 80700 WIN JUL S1/2-NO
TEMPLATE SEQ : 0916
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162302	162325	114536	YOTTS MKT	600 GAGE ST	BENNINGTON	VT	05201	2				(802)442-2221
162302		759914	CHARLIES MOBIL	NORTHSIDE DRIVE	BENNINGTON	VT	05201	2				(802)442-8921
162302		760294	WINCHESTERS STORE	RT 7	POWNAL	VT	05261	2				(802)823-5258
162302	162325	361067	RIVER STREET VARIET	138 RIVER ST	BENNINGTON	VT	05201	2				(802)442-1553
162302	162320	699047	BEALD'S CITGO	2 BEAMAN ST	POULTNEY	VT	05764	2				(802)287-4000
162302	162325	114599	WAYSIDE CNTRY STORE	RT 313	WEST ARLINGTON	VT	05250	2				(802)375-2792
162302	162325	760490	VILLAGE MARKET	RT 7	POWNAL	VT	05261	2				(802)823-4020
162302	162320	300300	POULTNEY MOBIL	RTE. 30/MAIN ST.	POULTNEY	VT	05764	1		5247-0000		(802)287-5802
162302	162325	114548	SALEMS MKT	MAIN ST	BENNINGTON	VT	05201	2				(802)442-6856
162302	162325	021824	WILLY'S VARIETY	GAGE STREET	BENNINGTON	VT	05201	1				(802)442-2223
162302	162320	086858	FAIRHAVEN MOBIL	MAIN ST	FAIR HAVEN	VT	05743	1		5247-0000		(802)265-8328
163802	163828	114505	GAGGIGES MKT	172 GRANGER ST	RUTLAND	VT	05701	2				(802)773-9898
163802	163829	114301	GREG'S MEAT MARKET	3 ELM ST	MIDDLEBURY	VT	05753	2				(802)388-2162
163802	163828	563527	BEER KING	57 CRESCENT ST	RUTLAND	VT	05701	2				(802)773-3350
163802	163829	466647	MIDDLEBURY GULF	16 QUART STREET	MIDDLEBURY	VT	05753	1		5247-0000		(802)388-4373
163802	163828	623948	TERRILL BEVERAGE	TERRILL ST	RUTLAND	VT	05701	2			527	(802)775-1652
163802	163829	759629	MIDDLEBURY DISC BEV	ELM STREET	MIDDLEBURY	VT	05753	2			2269	(802)388-0068
163802	163828	572045	BOB'S TEXACO	93 WOODSTOCK AVE	RUTLAND	VT	05701	2			000503	(802)775-2413
163802	163829	732138	DOLLAR MARKET	40 COURT ST	MIDDLEBURY	VT	05753	2			000655	(802)388-7145
163802	163828	759647	MIDWAY MOBIL	SOUTH MAIN ST	RUTLAND	VT	05701	1		5247-0000		(802)775-7628
163802	162320	760629	WALLINGFORD MOBIL	ROUTE 7	WALLINGFORD	VT	05773	1		5247-0000		(802)446-2257
163802	163828	760685	OTTER VALLEY GROCER	RTE 7	BRANDON	VT	05733	2				(802)247-3881
163802	163825	964015	BENNY'S SUNOCO	RTES 11 & 103	CHESTER	VT	05143	2				(802)875-2728
163802	163825	964312	HARRINGTON'S MARKET	MAIN ST BOX 22	N SPRINGFIELD	VT	05150	2			000713	(802)886-2639
163802	163828	319338	PARK MOBIL	5 N MAIN ST	RUTLAND	VT	05701	2		5247-0000		(802)773-3971
163802	163828	419552	WEST STREET MOBIL	WEST ST	RUTLAND	VT	05701	1		5247-0000		(802)775-6355
163802	163825	198562	MIDWAY FOOD MART	RTE 106 & MAPLE S	N SPRINGFIELD	VT	05150	2		5247-0000		(802)886-2329
163802	163828	086859	PLAZA MOBIL	EVELYN ST	RUTLAND	VT	05701	1		5247-0000		(802)775-9903
163803	163825	624010	JOE'S DISCOUNT	RIVER ST	SPRINGFIELD	VT	05156	2			000711	(802)885-3555

PAGE BREAK TOTAL ACCOUNTS 29 TOTAL QUANTITY 50

TEMPLATE TOTAL ACCOUNTS 29 TOTAL QUANTITY 50

********** END OF REPORT FOR PROMOTION 800750 **********

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WHOLESALER PACKING INSTRUCTIONS

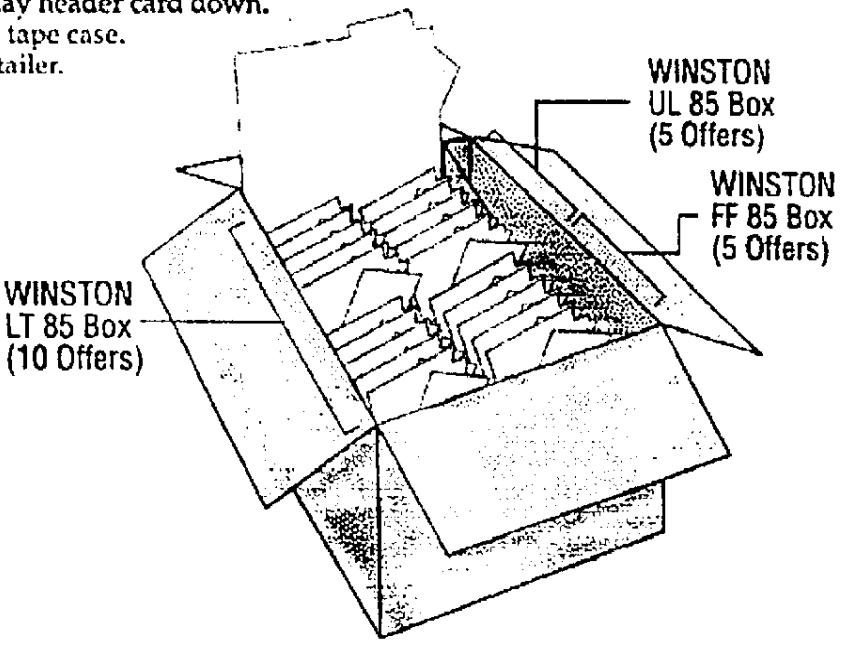
VALUE ADDED PROMOTION | **3RD QTR.'98**

July Winston $1 OFF 2 Packs

(Winston Buy 2 Packs Get $1 Off)

STEPS

1. Open WINSTON $1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. *(10 sleeves will be marked WINSTON LT 85 Box. 5 sleeves will be marked WINSTON UL 85 Box. 5 sleeves will be marked WINSTON FF 85 box.)* DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN JUL $1/2 PKS

Brand Style	Box	LT Box	ULT LT Box			
Number of Cartons	1	2	1			

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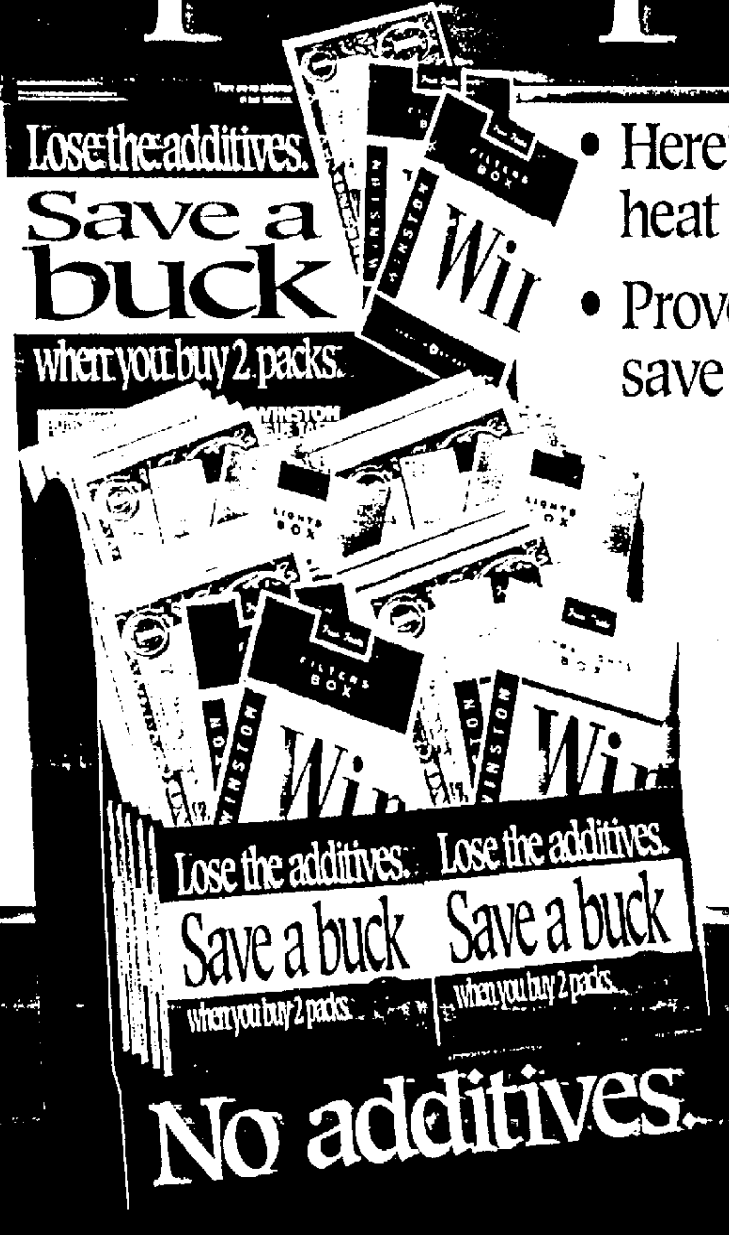
PTD IN USA

$1.00 off with 2-pack purchase.



- Here's a summer promotion to heat up your sales.
- Proven traffic builder – smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and paster.

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